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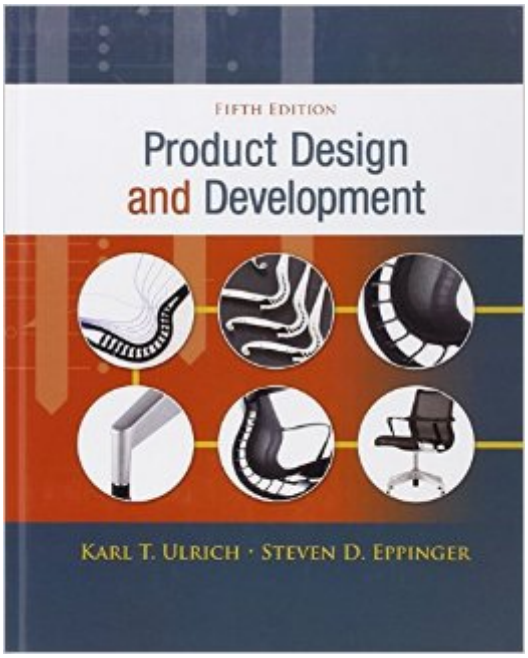
Product Design And Development, 5th Edition



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Synopsis

Treating such contemporary design and development issues as identifying customer needs, design for manufacturing, prototyping, and industrial design, Product Design and Development by Ulrich and Eppinger presents in a clear and detailed way a set of product development techniques aimed at bringing together the marketing, design, and manufacturing functions of the enterprise. The integrative methods in the book facilitate problem solving and decision making among people with different disciplinary perspectives, reflecting the current industry toward designing and developing products in cross-functional teams.

Book Information

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Customer Reviews

This is a short textbook targeted at engineers taking interdisciplinary graduate courses about how their industrial design work fits into the overall product development process. It is strongest in outlining the key concepts that make industrial designs succeed. In its 4th edition, this is a well-written text with good supporting tables, charts and pictures. There is a good balance of theory and practice. The text could be digested by any junior level engineering or business major. It could be especially helpful to a non-technical marketing or finance MBA student seeking to understand the structural drivers of technical design success.Chapters 1-4 lay out the usual process, plan and customer requirements components of a broader new product development course. They are not a substitute for the comprehensive treatment in a marketing course. Chapter 5 on product specifications is strong on the basics of metrics, values, technical and cost factors, but weak on the

process of actually selecting and prioritizing factors at this stage.Chapters 6-7 on concept generation and selection are strong, outlining the research and problem solving steps, followed by examples and processes for making choices. Chapter 8 on concept testing is elementary.Chapters 9-11 are the heart of the book, explaining how product architecture, industrial design and design for manufacturing are done and why they, rather than technical brilliance or marketing innovation, are commonly the greatest drivers of life cycle project success. Product variety, standardization, modularity, chunking, interfaces, interaction, platforms, cost types, target costs, sequences, secondary features, assembly and support factors are defined and illustrated.

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